

WORKING TITLE

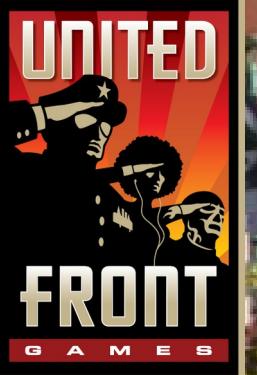


GREENLIGHT PRESENTATION
MARCH 16, 2009

TITLE SUMMARY

PLATFORM:	PlayStation 3
DISTRIBUTION:	Blu-Ray
STUDIO / DEVELOPER:	San Diego Studios / United Front Games, LTD
GENRE:	Arcade Racing
TARGET RATING:	E
ALPHA:	June 26, 2009
BETA:	August 21, 2009
MASTER:	November 23, 2009
PLAYSTATION STORE DEMO:	January 28, 2010
NP FUNCTIONALITY:	May include: NP Login / Add-ons / In Game Commerce / System Commerce / Lobby (Matching) / Ranking Board / Replay data Upload / Supports friend list / Supports chat
KEY CONTACT:	

TEAM HERITAGE



In 2007, United Front Games reunited of the industry's most successful racing game dev teams



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FORMULA

What do you get when you put classic arcade racing and designer toy culture in a huge online community?



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HIGH CONCEPT

ModNation Racing is the kart racing game that Mario Kart fans want and PS3 owners need.

It combines accessible arcade action with

deep customization and online features, setting new standards in the racing genre.

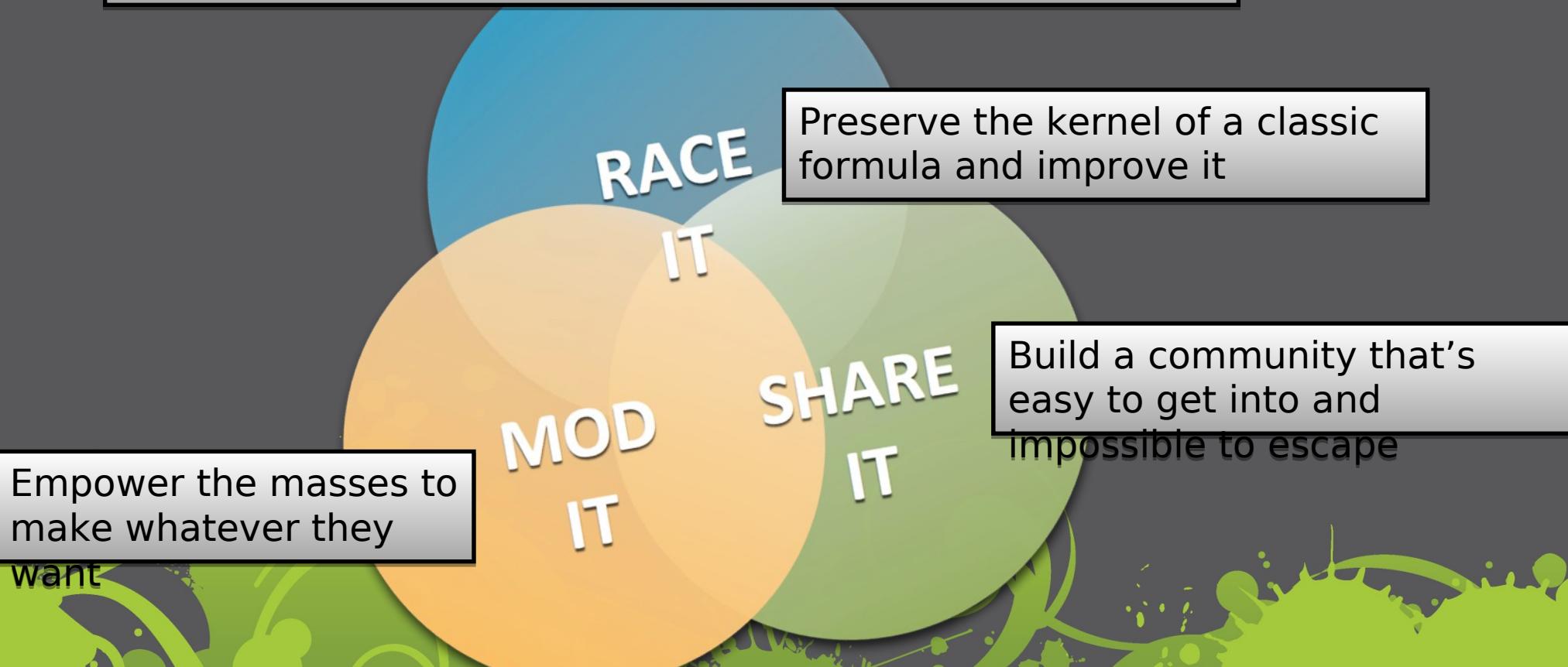


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CORE EXPERIENCE

Three main game design pillars define the *ModNation Racing* experience



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VIDEO





pace it



ARCADE RACING REIMAGINED:
CLASSIC KART ACTION



**Familiar basic controls and mechanics remove
barriers to entry**



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ARCADE RACING REIMAGINED: LEVEL-UP WEAPON SYSTEM



Randomly selected weapons let you upgrade them
before you fire



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ARCADE RACING REIMAGINED: SPECIAL KART ABILITIES



Melee abilities let you attack and defend even
without weapons



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ARCADE RACING REIMAGINED: REAL-TIME PHYSICS



Real-time physical reactions not seen in previous
kart games



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ARCADE RACING REIMAGINED: INTERACTIVE ENVIRONMENT



Interact with dynamic obstacles in addition to
reacting to them



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ARCADE RACING REIMAGINED: PERFORMANCE PARTS



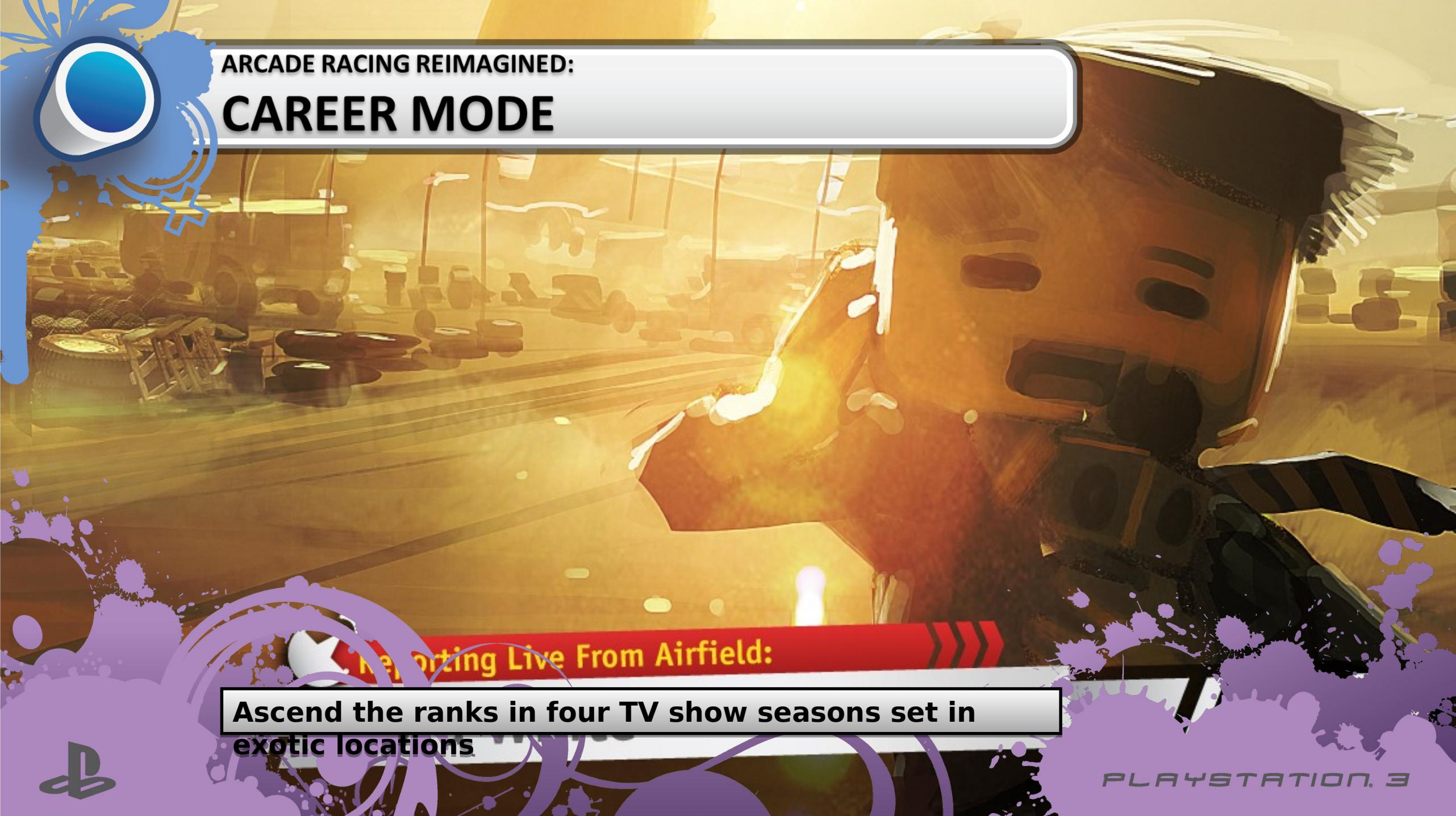
Quick part swaps give you maximum boost with
minimum effort



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ARCADE RACING REIMAGINED: **CAREER MODE**



Reporting Live From Airfield:

**Ascend the ranks in four TV show seasons set in
exotic locations**



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ARCADE RACING REIMAGINED: **CAREER MODE**



Take on a varied cast of charismatic rivals that have
signature moves



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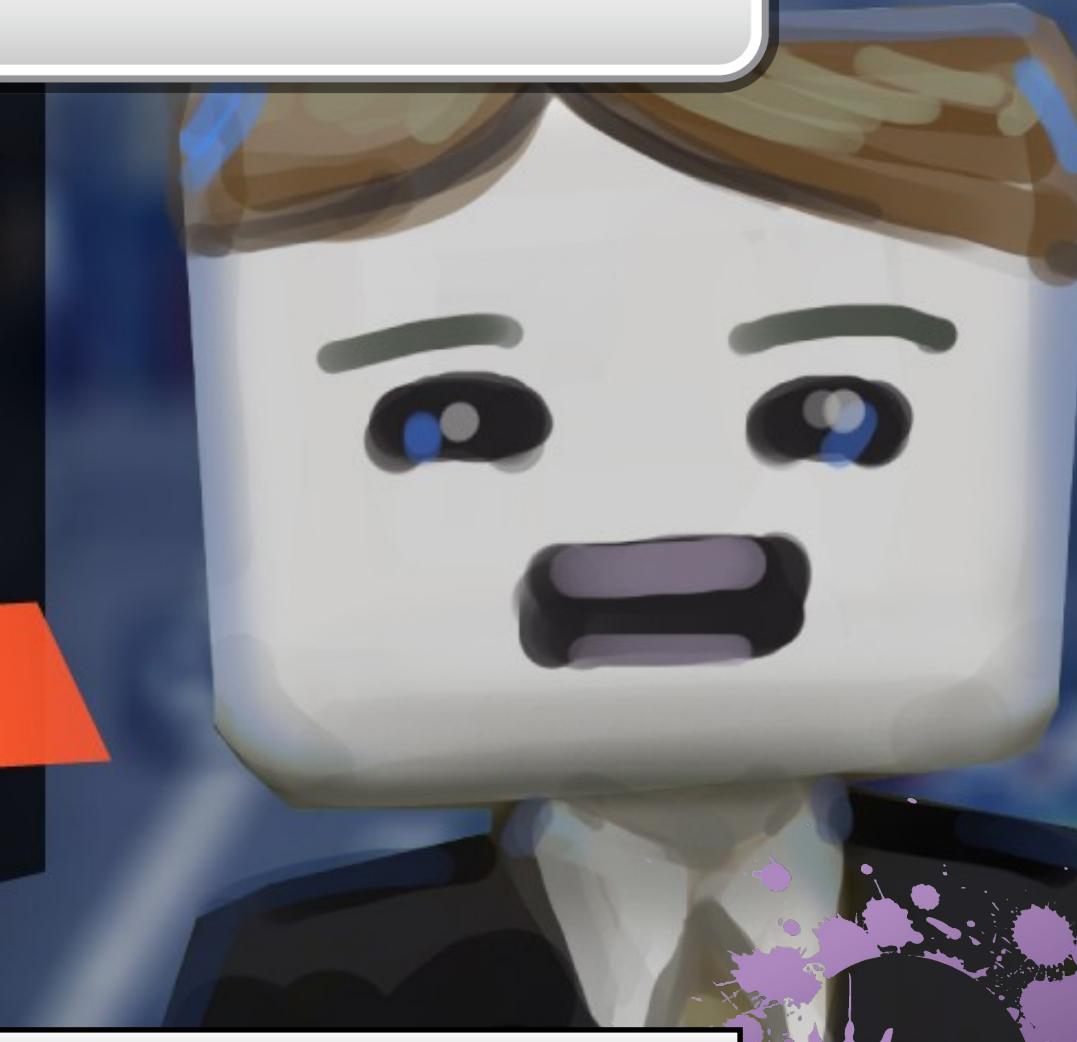


ARCADE RACING REIMAGINED: CAREER MODE



CRASH

Fast-paced TV-style presentation motivates you for
your next race



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mod it



ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER CREATION

Start with an existing character or start from
scratch



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ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER CREATION



Add, position, scale, and rotate facial features

Character Studio

Character

Edit Character

Load Preset

Load Character

Save Character



Back



Accept



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER CREATION



Add clothing, props, and accessories

Character Studio
Character
Edit Character
Load Preset
Load Character
Save Character

Back
Accept



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER CREATION



Edit colors, skins, and stickers to make your
character truly unique

Character Studio

Character

Edit Character

Load Preset

Load Character

Save Character

○ Back

× Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Edit Character

Load Preset

Load Character

Save Character

○ Back

× Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Character Studio

Edit Character

Load Preset

Load Character

Save Character

○ Back

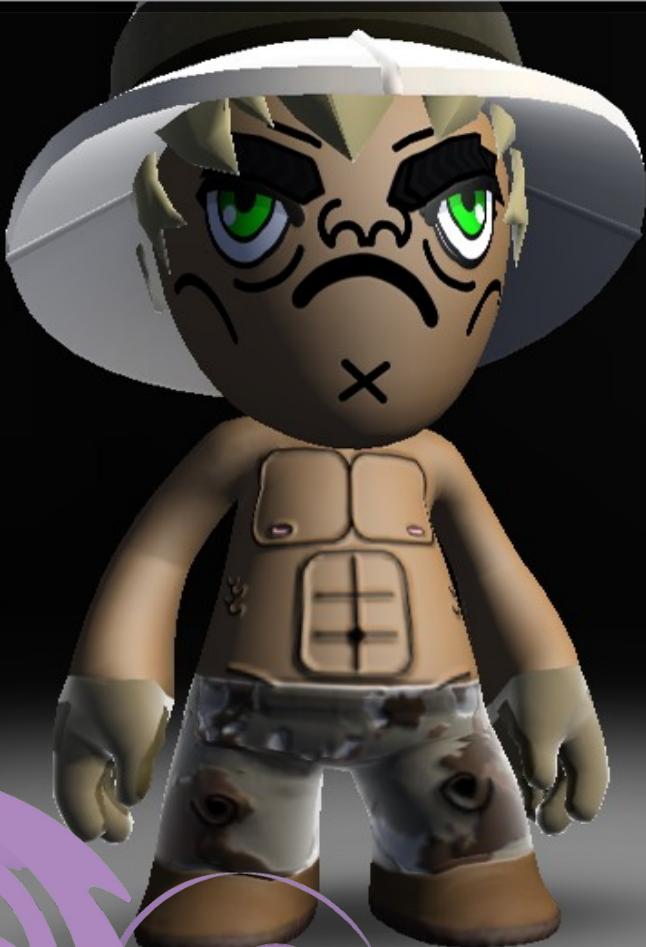
× Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Edit Character

Load Preset

Load Character

Save Character

○ Back

× Accept



PLAYSTATION. 3



Character Studio

ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER VARIETY



Character
Edit Character
Load Preset
Load Character
Save Character

○ Back
X Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Character Studio

Character

Edit Character

Load Preset

Load Character

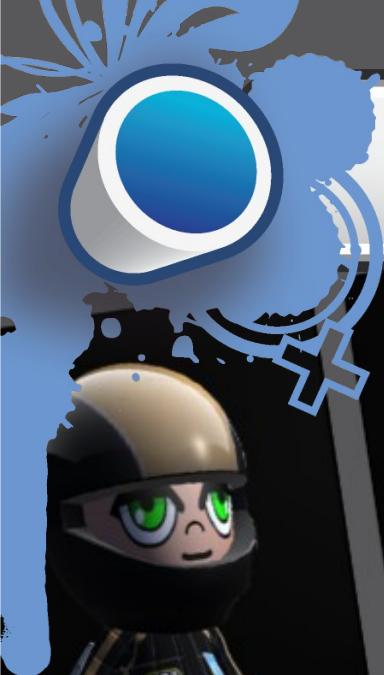
Save Character

Back

Accept



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ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE: KART CREATION

body

R2

Dust Cover

1
34
↓



 Accept

Start with an existing kart or start from scratch



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ENDLESSLY IMAGINATIVE UNIVERSE: KART CREATION



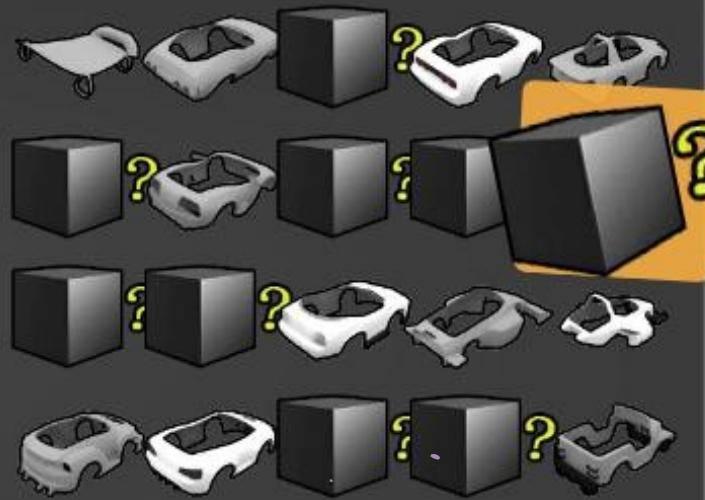
Choose from a wide variety of racing, off-road, and wacky parts

body

body_ModernExotic4_A

R2

Catagory 1



Catagory 2

 Accept

 Change C



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ENDLESSLY IMAGINATIVE UNIVERSE: KART CREATION



Some part upgrades give your kart unique abilities

engine

R2

Warp Drive

Category 1



Category 2

X Accept

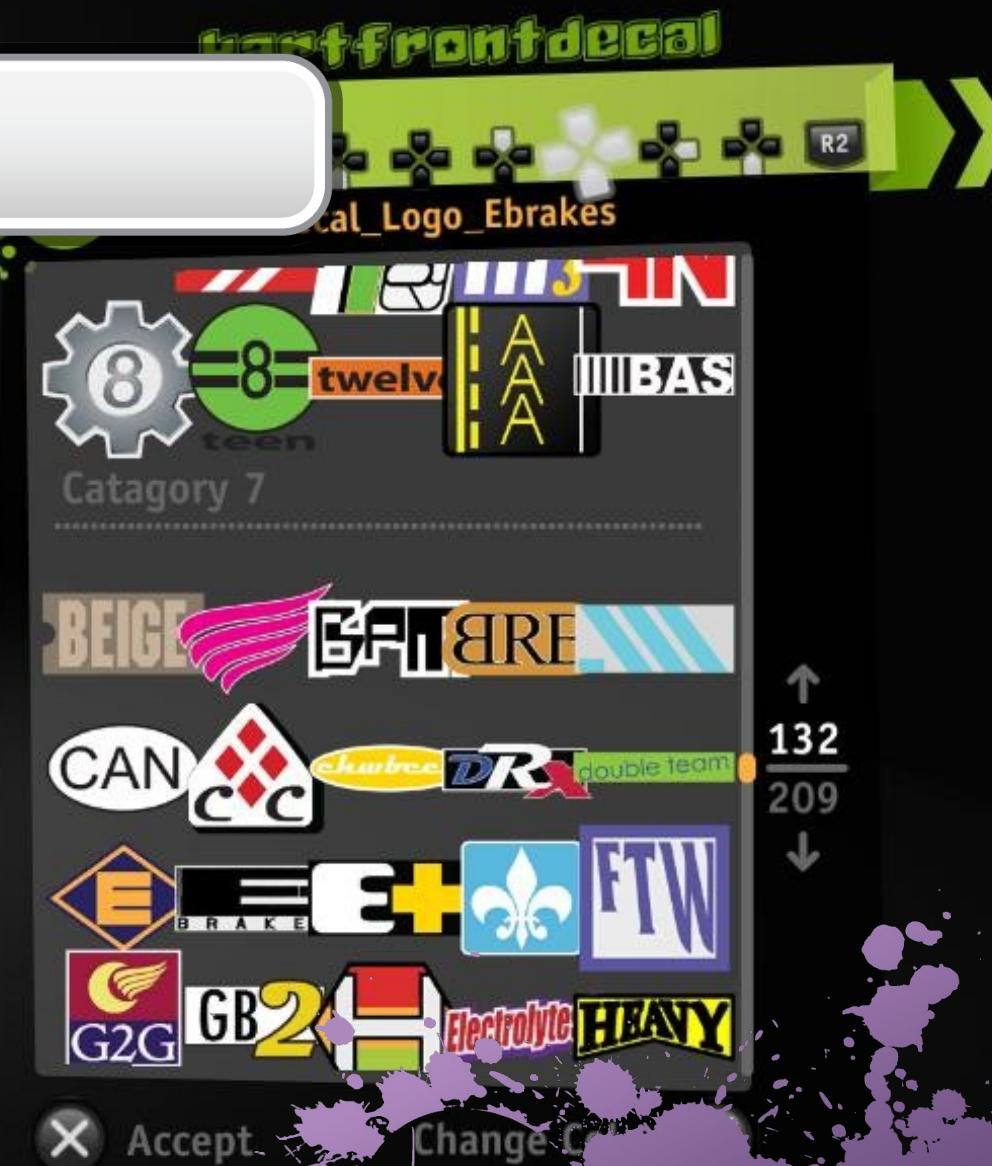


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ENDLESSLY IMAGINATIVE UNIVERSE:
KART CREATION



Top off your kart with custom paint jobs, stickers,
and accessories



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



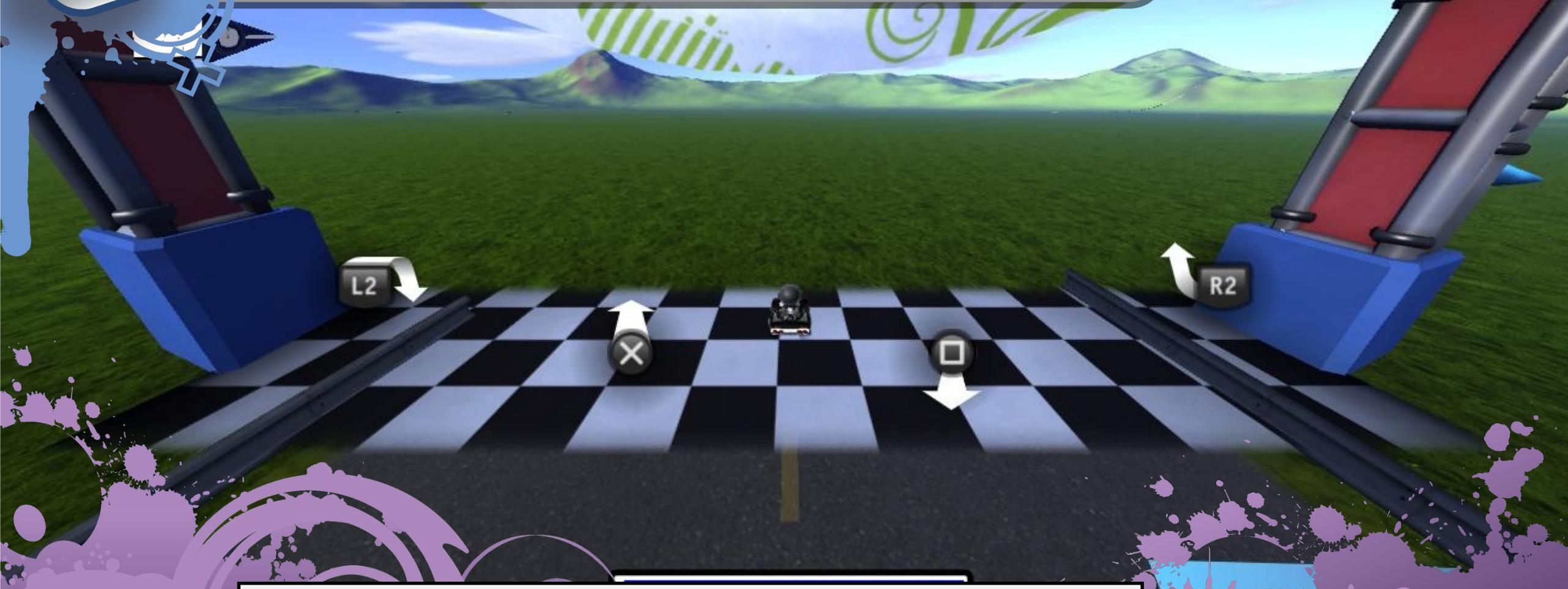
Create Track



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Create a new track in seconds just by driving it



Hi

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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



L2

Up

Down

R2

Normal driving controls make track creation
intuitive and fun



Show/Hide

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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Adjust elevation on-the-fly to make hills and bridges



Show/Hide

PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



AutoComplete feature finishes off your track so you
don't have to



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



A completely playable track made in mere seconds



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Perfect your drive with a full set of track tools



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



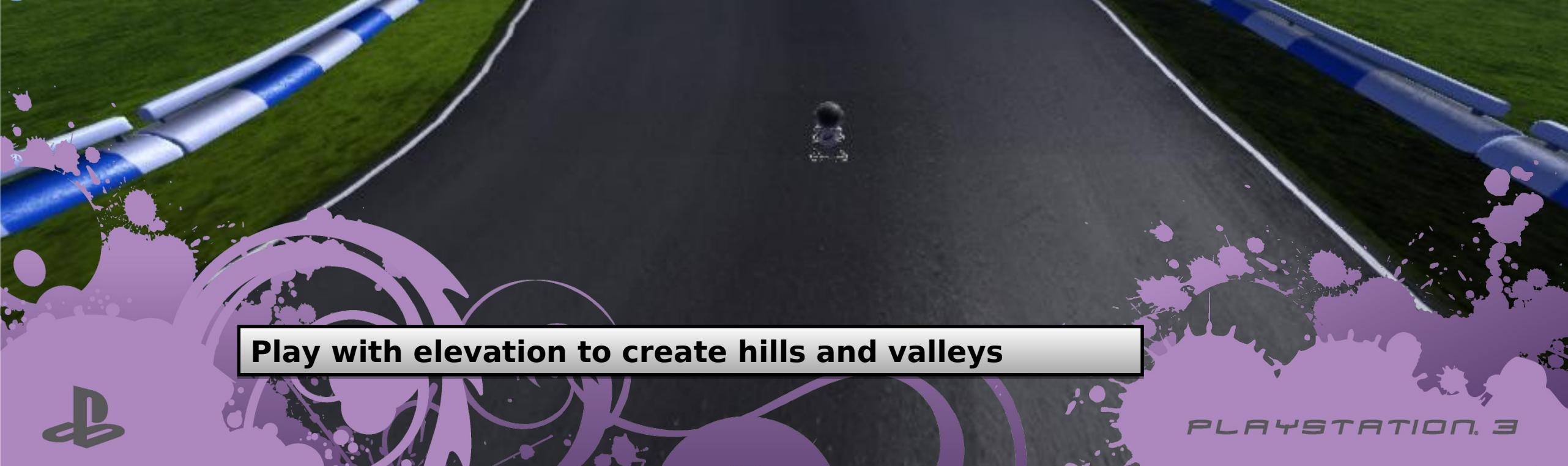
Precisely adjust track banking



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Play with elevation to create hills and valleys



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Make the track narrow or wide wherever you want

to



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Add bridges and overpasses



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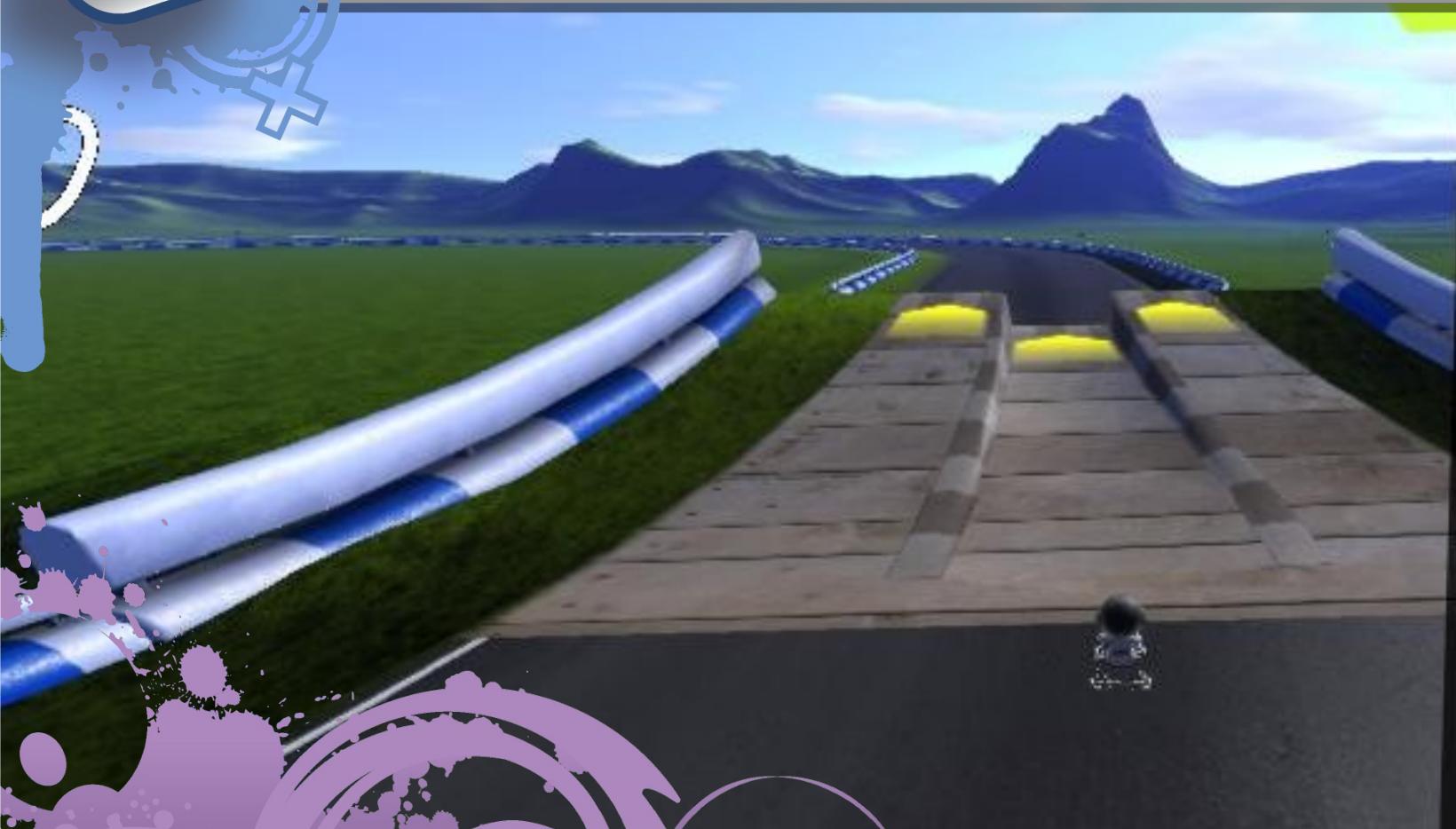


ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION

Item Select

: Farmland2CircuitB

Category 1



Choose from a variety of jump ramps and boost pads



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Add scenery using Prop Tools



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Item Select

ROP_TreeCoco01_Chunk

ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Category 6



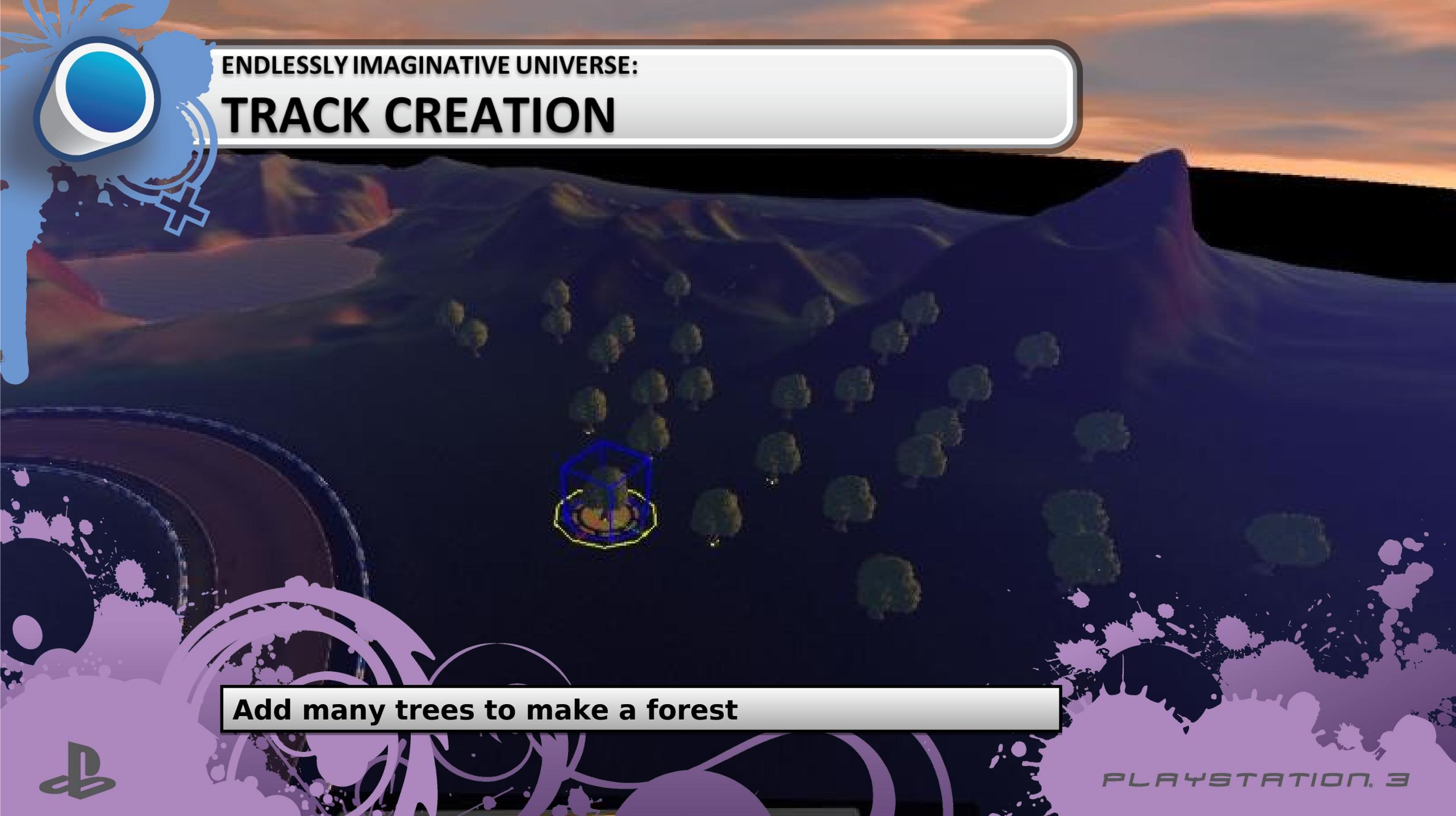
Add a tree wherever you want



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Add many trees to make a forest



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Precisely place buildings to make a whole town



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Add alternate routes to your track



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Mark your in and out points, then drive your
alternate route.



Show/Hide

PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Creating shortcuts has never been easier



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



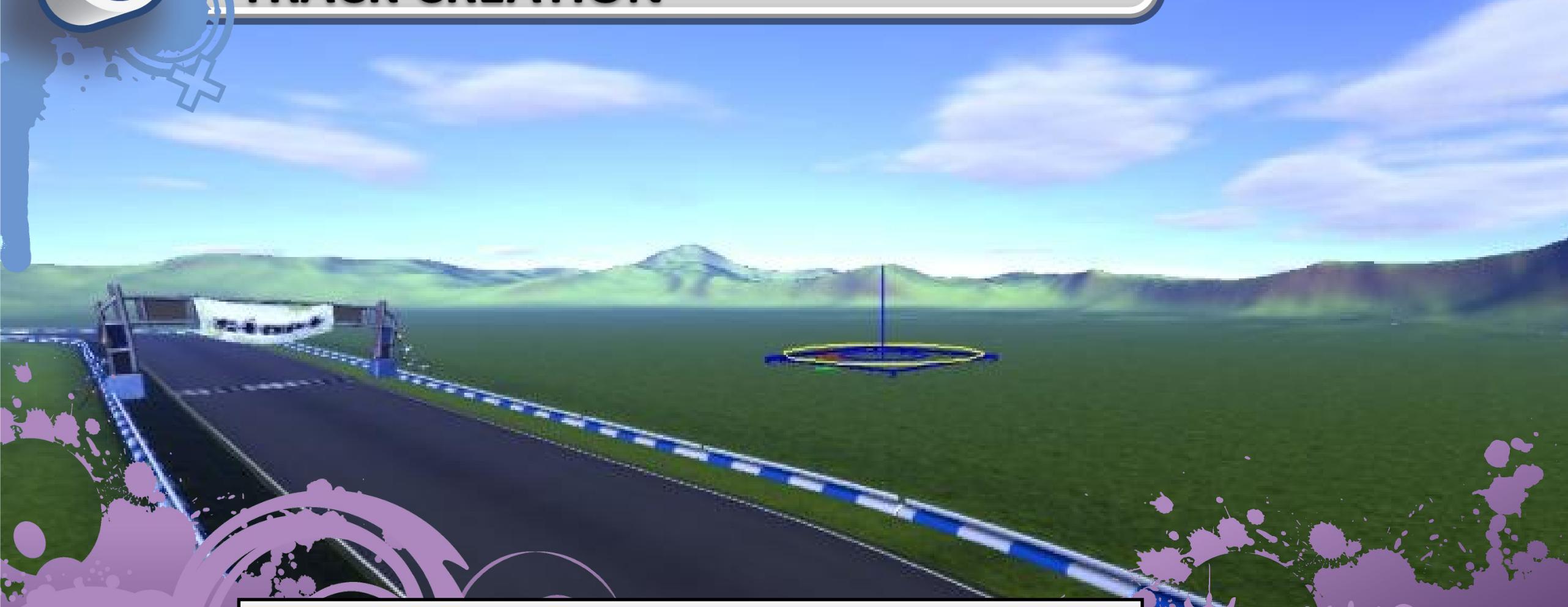
Make whatever world you want with Terrain Tools



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



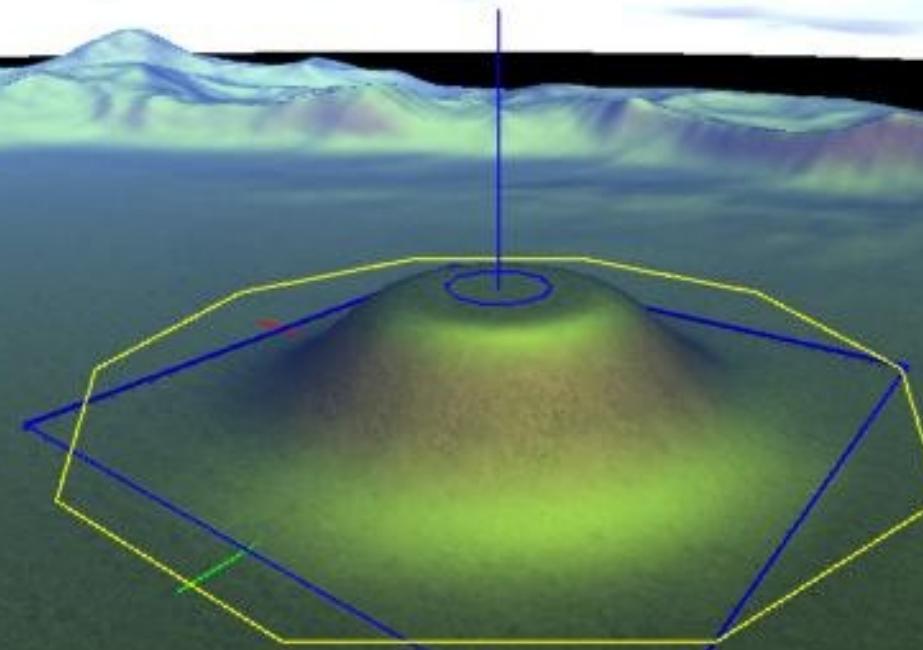
Choose any spot suitable for a mountain



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



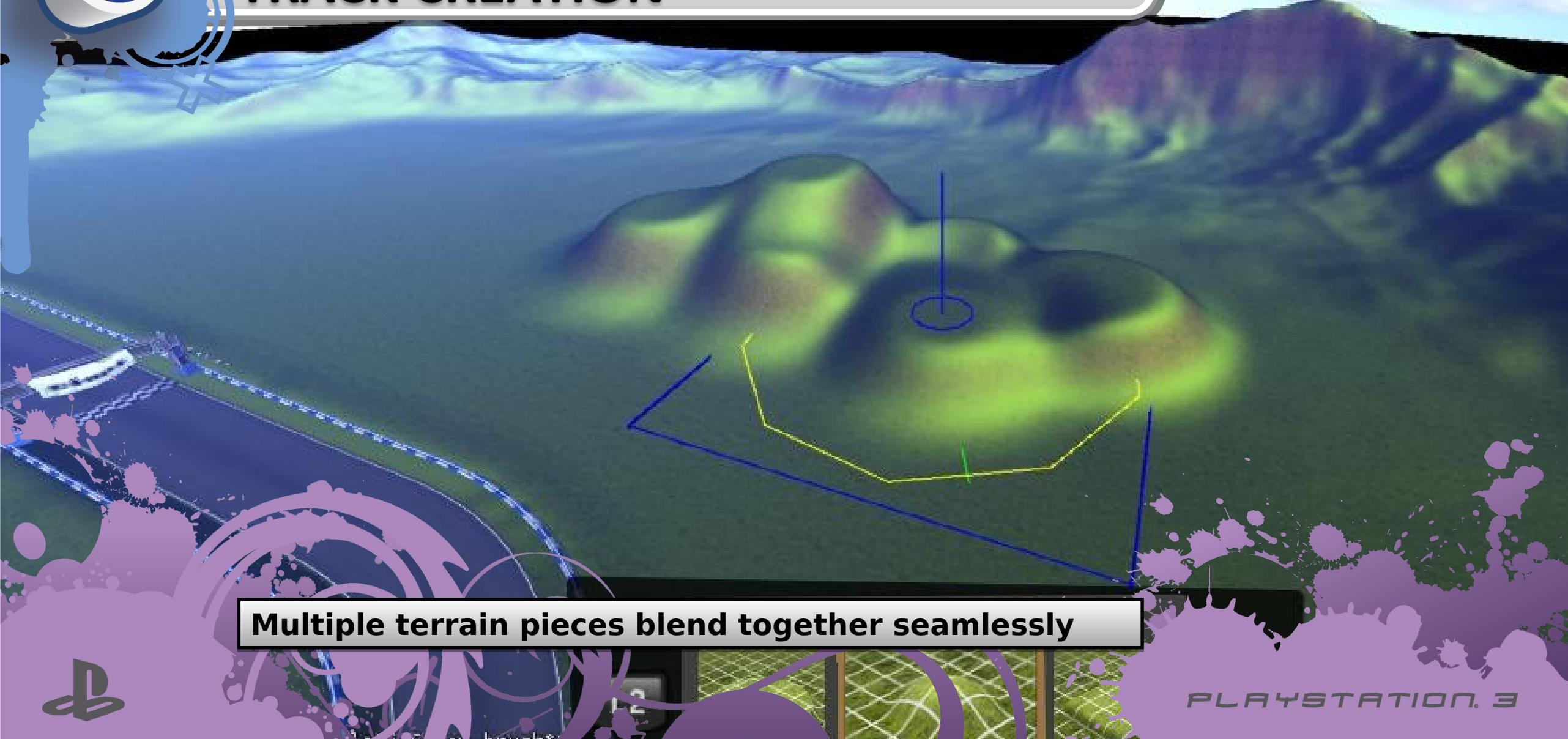
Freely position, scale, and rotate your terrain piece



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Multiple terrain pieces blend together seamlessly



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



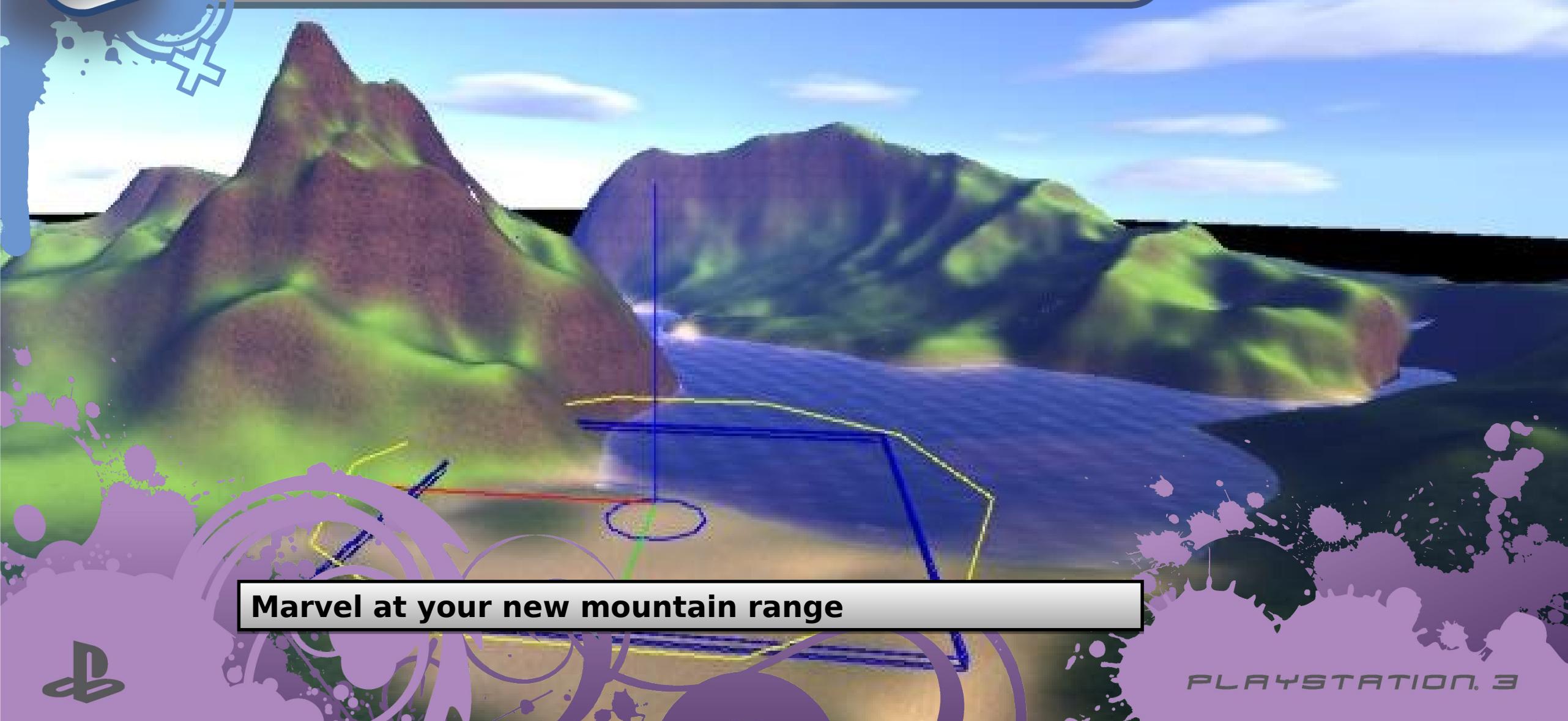
Apply noise brushes to roughen up surfaces



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



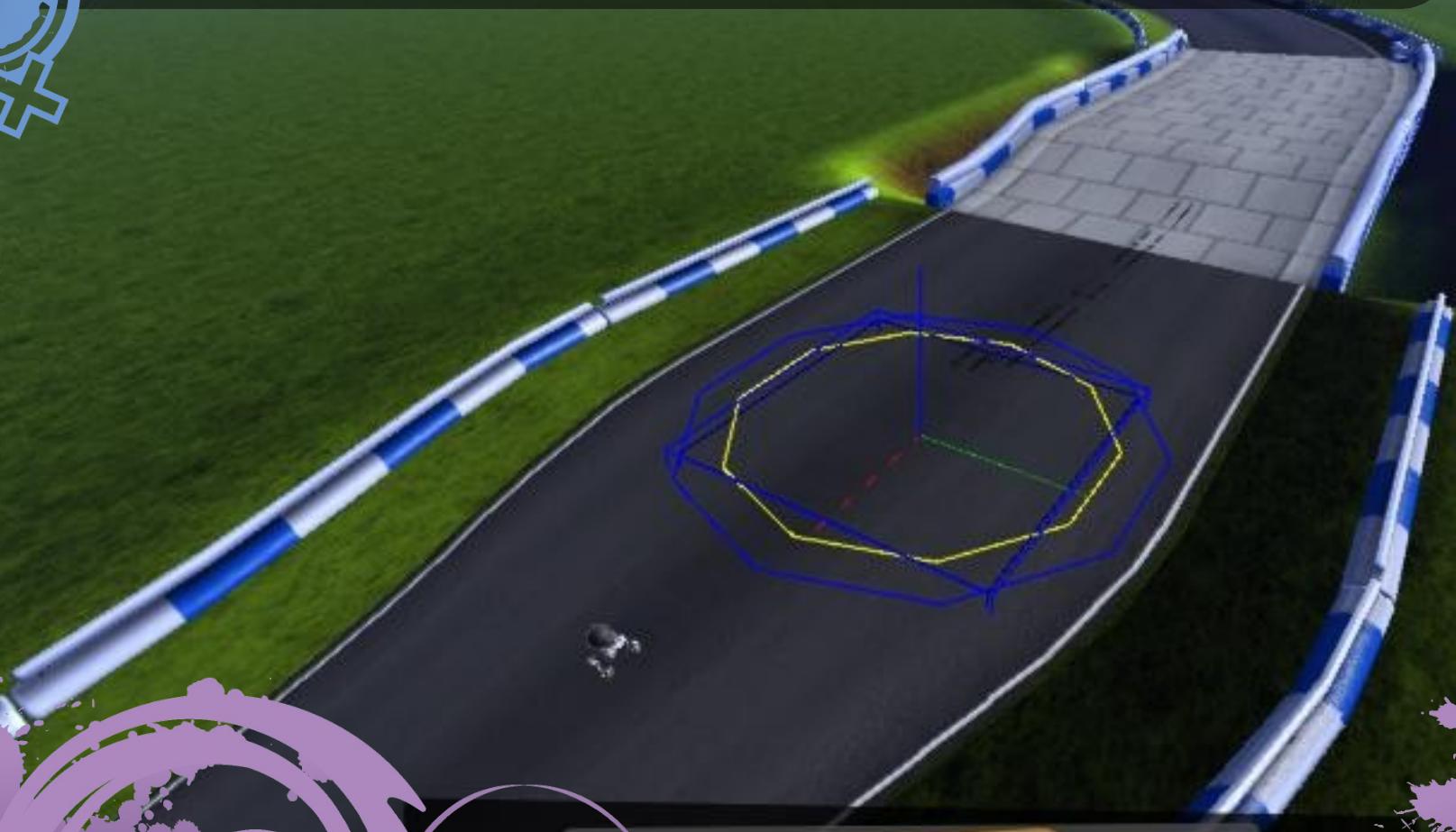
Marvel at your new mountain range



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



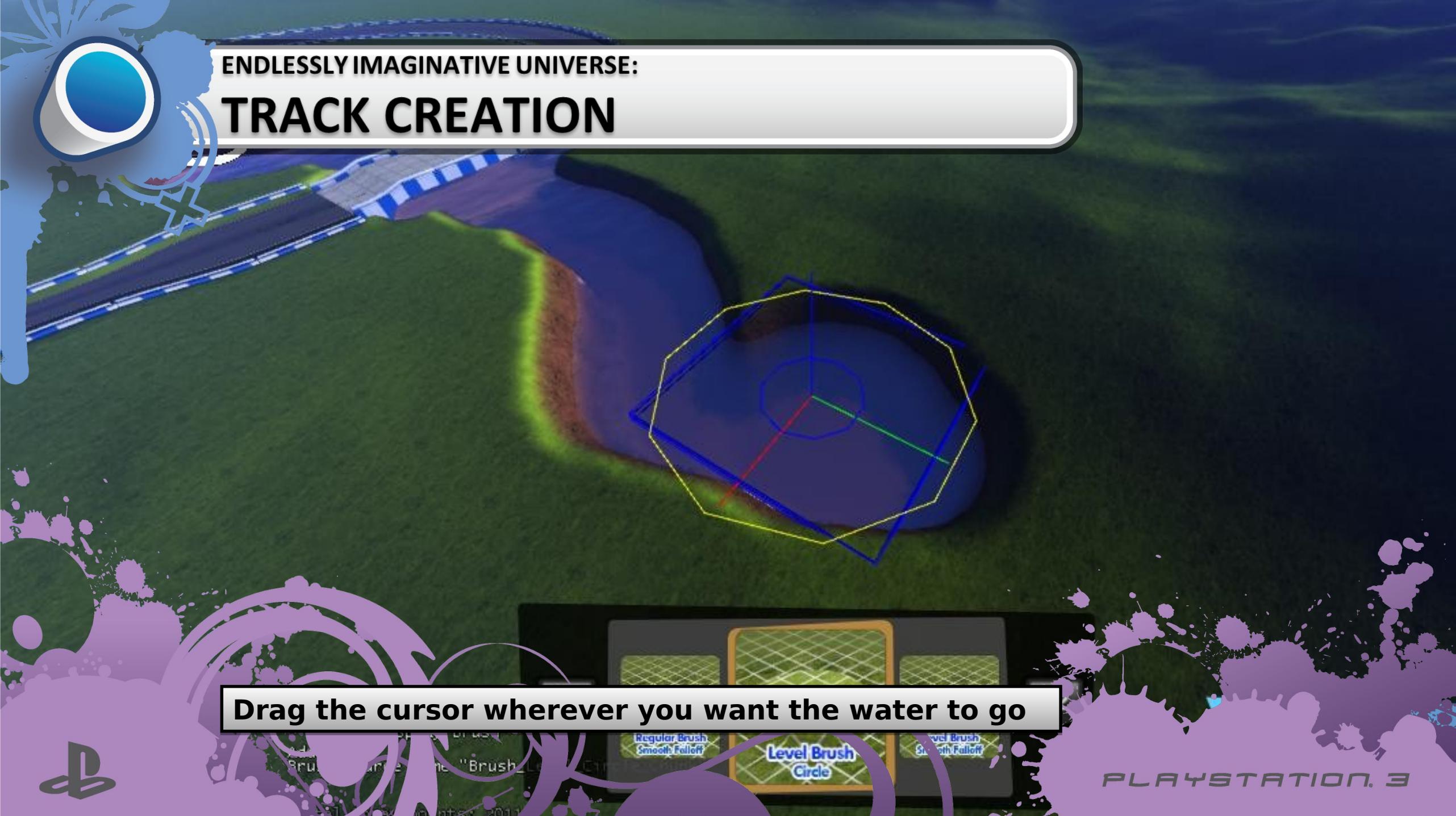
You can also add water features



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Drag the cursor wherever you want the water to go



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Enjoy your new river



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Control the overall ambience with **Global Tools**



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ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Start with a sunny, clear sky

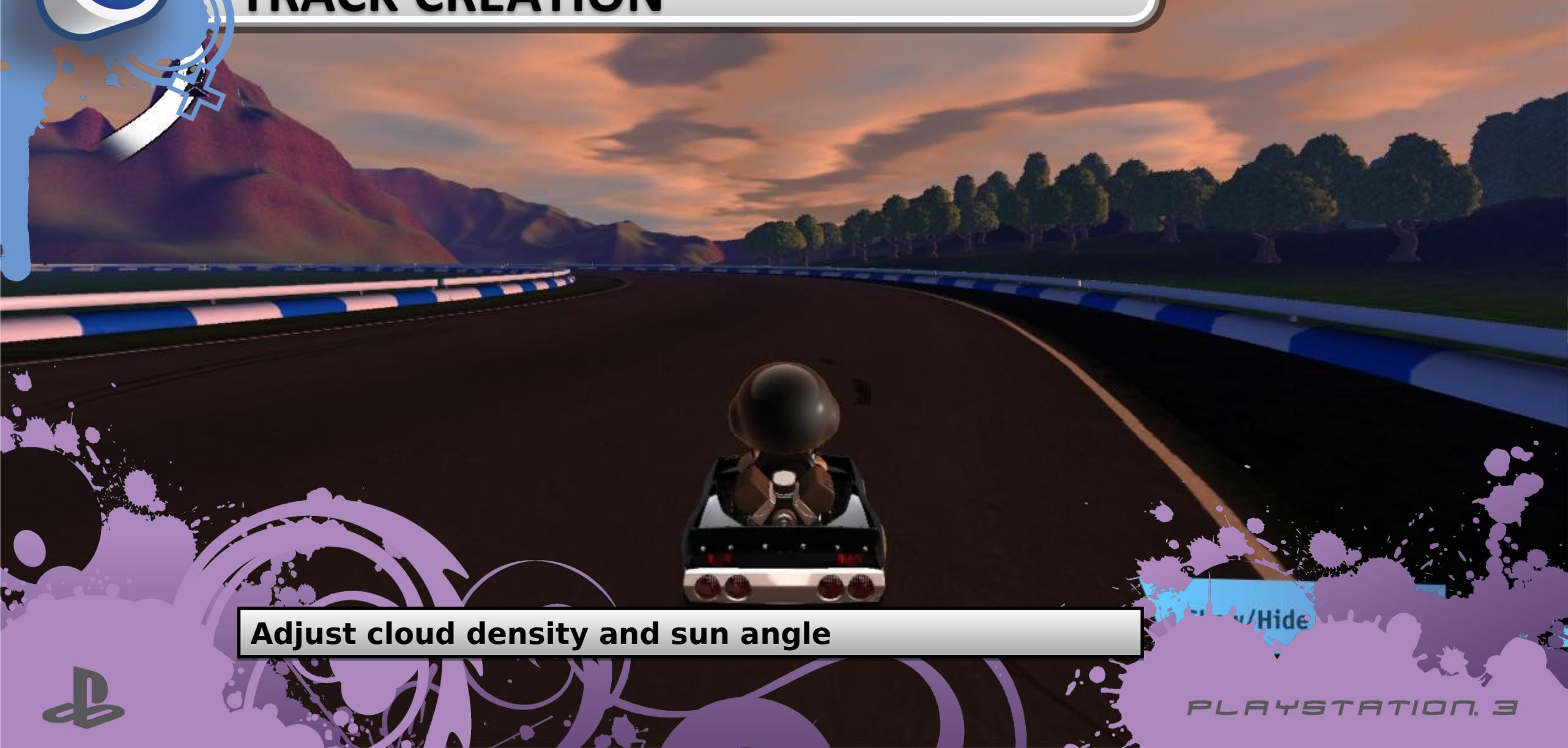


Show/Hide

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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Adjust cloud density and sun angle

Show/Hide



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Drive off into the sunset you created



Show/Hi



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



PLAYSTATION. 3





ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



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share it



BOUNDLESS ONLINE ECOSYSTEM
KARTPARK



Go online and stay online in a 3-D virtual park



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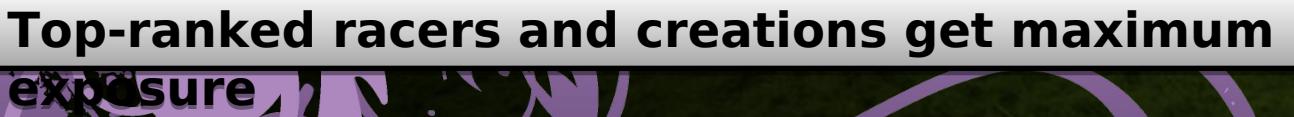
BOUNDLESS ONLINE ECOSYSTEM **PUSH CONTENT**



Statue #3

Mod Name: Bob From Hope
Created by: ChadK
Downloads: 21

Close



Top-ranked racers and creations get maximum
exposure



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BOUNDLESS ONLINE ECOSYSTEM SPONSORED EVENTS



Quickly enter races containing new content and the
best user creations



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BOUNDLESS ONLINE ECOSYSTEM

DOWNLOADABLE CONTENT



1 7 14 21 28
JANUARY '10

5 12 19 26
FEBRUARY '09

5 12 19 26 1
MARCH '09

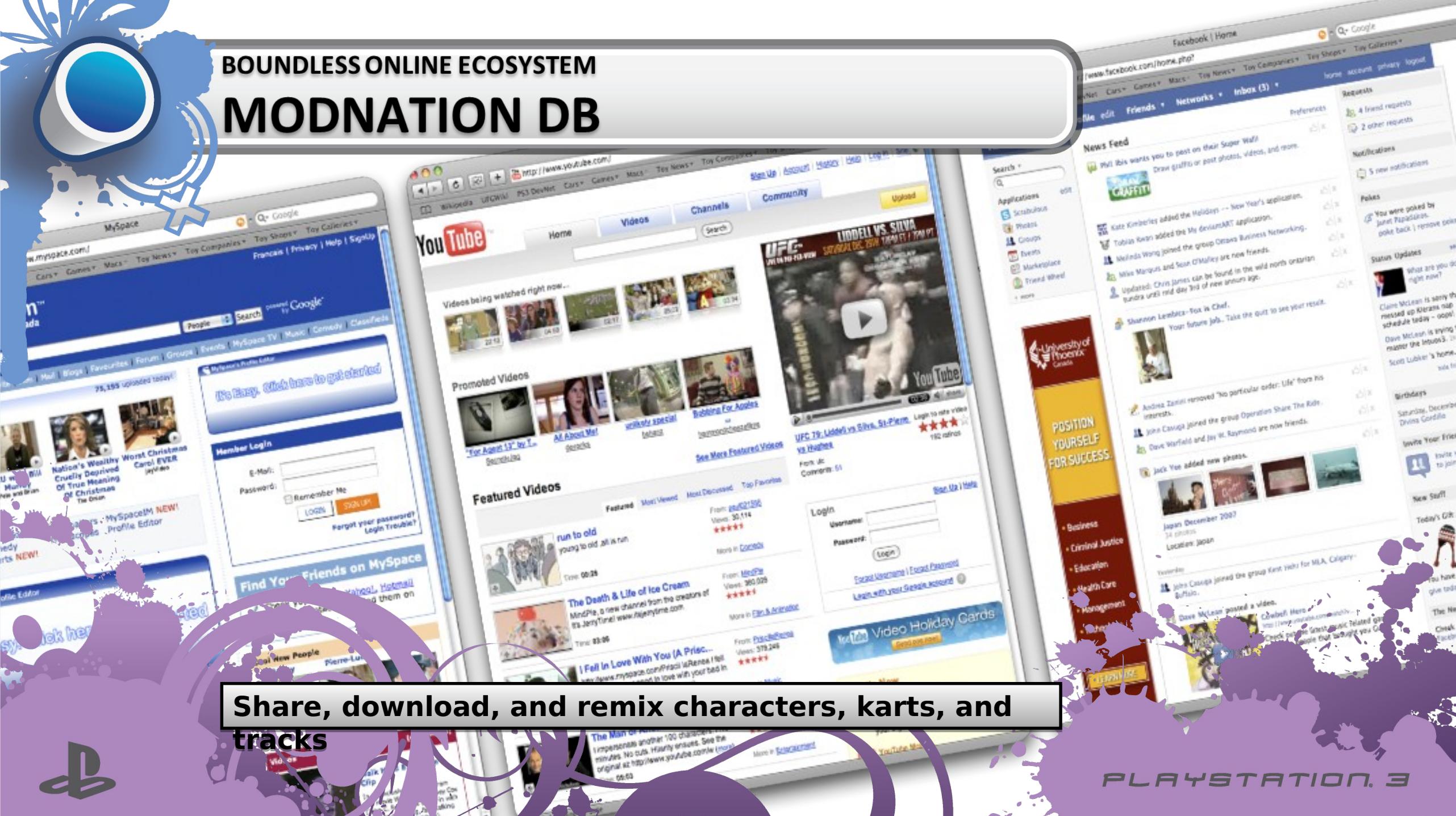
Scheduled releases of new gameplay and art at
multiple pricepoints



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BOUNLESS ONLINE ECOSYSTEM MODNATION DB

Share, download, and remix characters, karts, and tracks





BOUNDLESS ONLINE ECOSYSTEM RATING SYSTEM



Five Star Ratings are derived from views, votes, and downloads



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BOUNDLESS ONLINE ECOSYSTEM **KARTPRESS**



Print your creations on real world 2-D and 3-D
merchandise



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BUSINESS CASE



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KART MARKET HISTORY

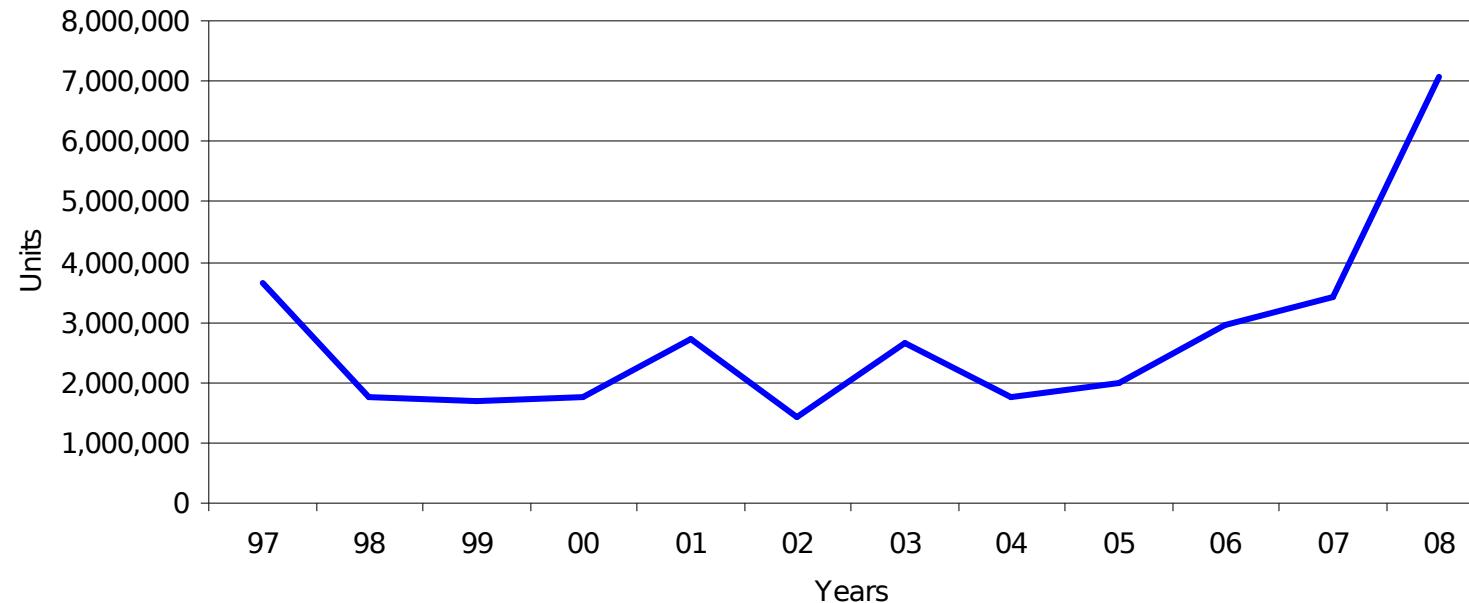
Year	1997	1999	2001	2003	2003	2008
Event	N64 Mario and Diddy Kong Kart	Crash Kart PS	GBA Mario Kart	Mario Kart for GameCube	Crash Kart goes Multi-platform	Mario Kart Wii
Result	N64 dominant platform for Karting	Brings Karting to PS Platform	Kart goes portable	Weaker sales than N64 titles but still largest Kart title	Sales highest for PS2	Smashes all previous sales records
	Karting Gameplay conventions established	Highest non-Nintendo grossing Kart title			Still significant sales on Nintendo properties	Doubles total Kart units sales versus historical



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KART MARKET HISTORY

Karting Unit Sales



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KART MARKET HISTORY

Nintendo Dominates Category:

- **82% of units sold are for Nintendo Platforms**
- **73% of Karting titles are published by Nintendo**
- **Sony and Activision only other publishers with greater than 5% market share**



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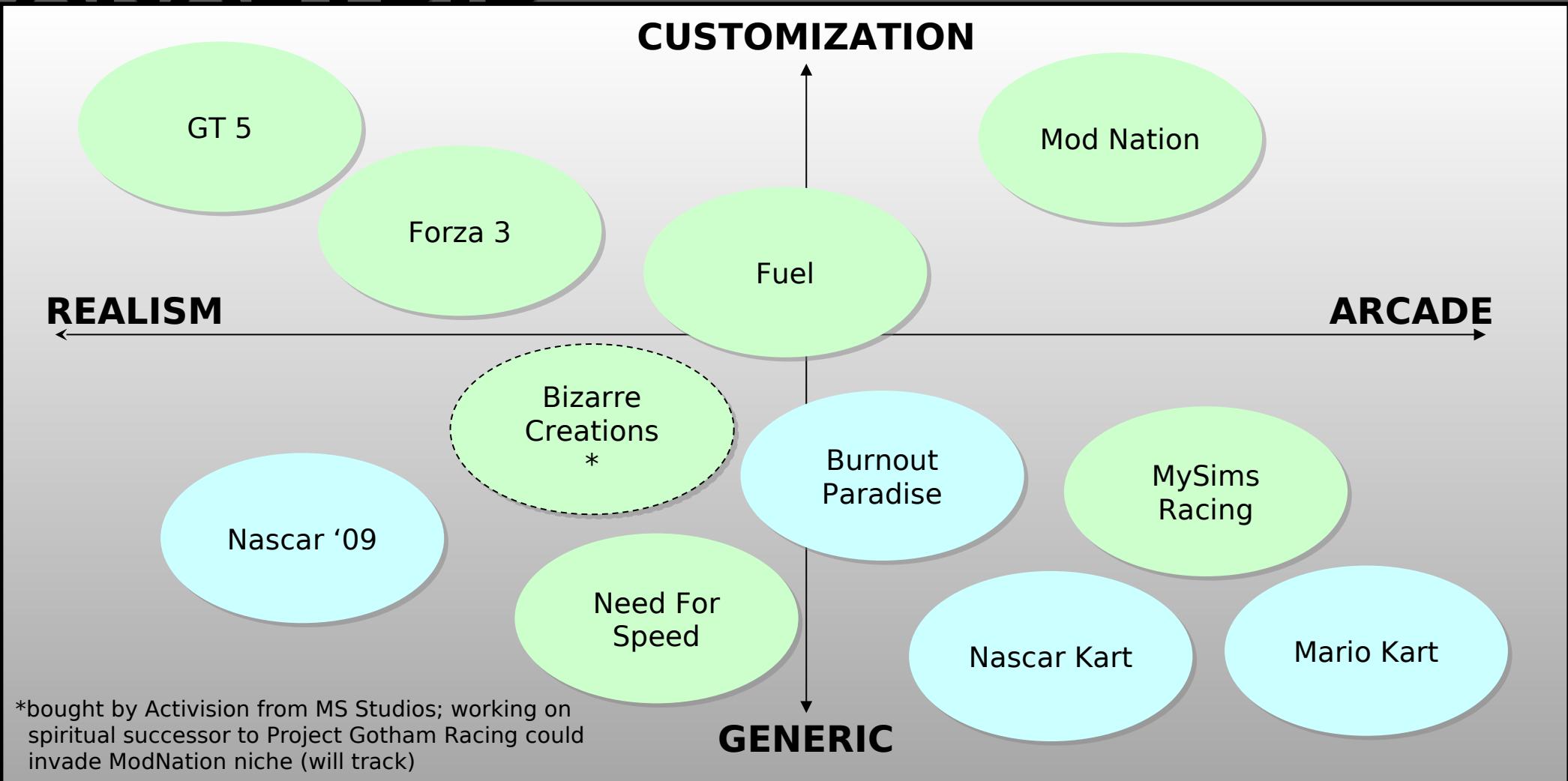
COMPETITIVE ANALYSIS

Title	Platform	Publisher	Release	MetaCritic
Mario Kart	Wii	Nintendo	4/27/2008	82
Burnout Paradise	PS3, 360	EA	2/6/2009	87
NASCAR Kart Racing	Wii	EA	2/10/2009	70
Track Mania	DS	Atlus Co.	3/17/2009	
Fuel	PS3, 360	Codemasters	5/1/2009	
Forza Motorsport 3	360	Microsoft	5/29/2009	
MySims Racing	Wii, DS	EA	6/16/2009	
Need for Speed: Shift	PS3, PSP, 360	EA	6/30/2009	
Need for Speed: Nitro	Wii	EA	9/30/2009	
Gran Turismo 5	PS3	Sony	11/1/2009	
Mario & Sonic at the Olympic Winter Games	Wii, DS	Sega	12/31/2009	
Kart Attack	PS3, 360, PC	Blimey! Games	TBD 2009	



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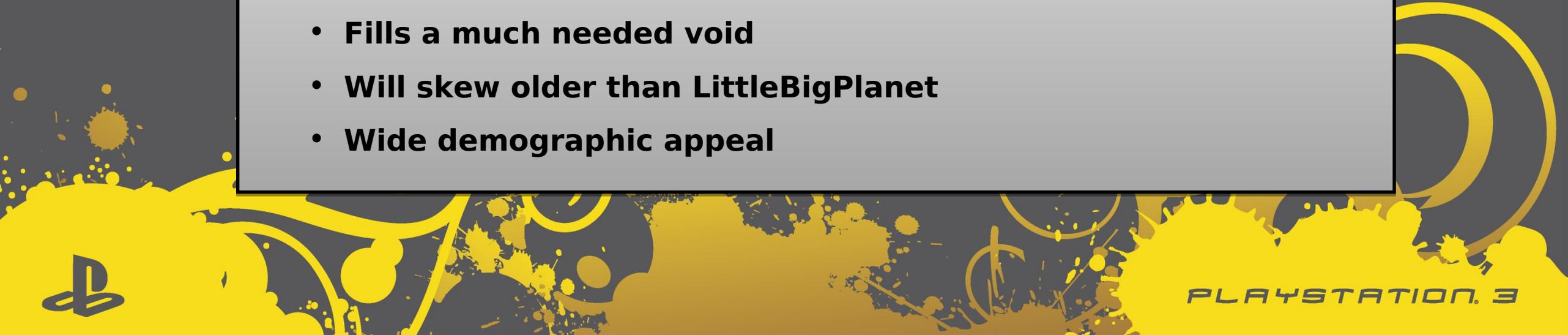
COMPETITIVE ANALYSIS



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OPPORTUNITIES



- **RACING**
 - **Strong racing engine**
 - **Credible racing dev team**
- **CUSTOMIZATION**
 - **Low barrier to entry**
 - **Depth never seen in this genre**
- **PS3 PORTFOLIO**
 - **Fills a much needed void**
 - **Will skew older than LittleBigPlanet**
 - **Wide demographic appeal**



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PROJECT SCOPE

- **Alpha** 08/04/2009
- **Beta** 09/29/2009



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BUILDING A NEW IP

- **Defining an appealing character and family look:**
 - **Work with Product Development on creating multiple executions**
 - **Focus test executions in SCEA and SCEE territories**
 - **Early development of brand style guild based on agreed look/tone**
 - **Define and Test Core Consumer Promise**
 - **Focus test THREE CP**
- **Help define leading message points**



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MISSION STATEMENT

Race It ... Mod It ... Share It!

ModNation Racing will be SCEA's latest creative gaming title.

It's the kart racing game that *Mario Kart* fans want and PS3 owners need.



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modnation

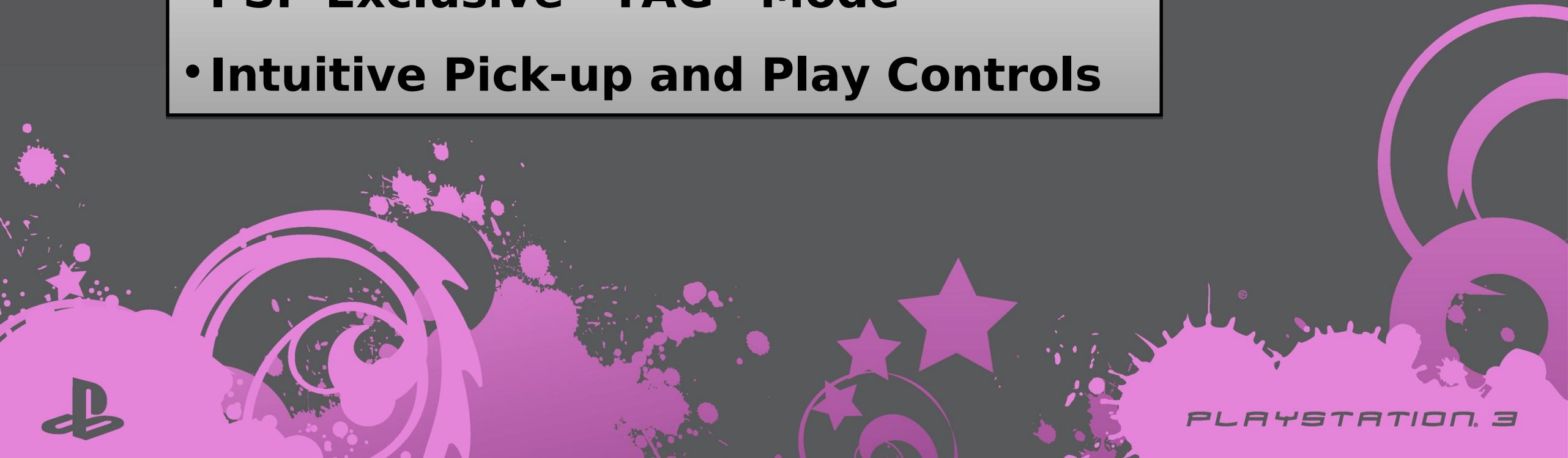


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MODNATION PSP: **FOCUS ON RACING**

- **Focus on the Portable Kart Racing Experience**
- **PSP Exclusive “TAG” Mode**
- **Intuitive Pick-up and Play Controls**



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MODNATION PSP: **UNIQUE FEATURES**

- **Leverage UGC Tracks built on the PS3**
- **Character and Kart Assets**
- **Exclusive PSP Tracks**
- **PSP to PS3 Connectivity for Unlocking Exclusive Content**



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